



WPTV

ORDER

Print Date 09/26/12

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Flight Dates **09/25/12-09/30/12**

Contract / Revision **312215 /**

Original Date / Revision
09/24/12 09/24/12

Advertiser **NRSC - Mack**

Agency **McLaughlin & Associates**

Buying Contact

**919 Prince Street
Alexandria, VA 22314**

Product
NRSC - Mack

Agency Com 15%

Billing Contact

**919 Prince Street
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **504**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	26	\$21,105.50	\$24,830.00	0.00
Totals	26	\$21,105.50	\$24,830.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	26	\$21,105.50	\$24,830.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	09/25/12	09/30/12	M-F 6-7a M-F 6-7a	CM	6-7a	- 1 - 1 - - -	:30	2	\$1,200.00	FX	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- 1 - 1 - - -			2		\$1,200.00		0.00				
N 2	WPTV	09/25/12	09/30/12	M-F 7-9a M-F 7-9a	CM	7-9a	- 1 1 1 - - -	:30	3	\$1,500.00	FX	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- 1 1 1 - - -			3		\$1,500.00		0.00				
N 3	WPTV	09/25/12	09/30/12	M-F 9-10a M-F 9-10a	CM	9-10a	- 1 1 1 - - -	:30	3	\$650.00	FX	0.00	NM	3	\$1,950.00



WPTV

Print Date: 09/26/12

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Contract / Revision **312215** Flight Dates **09/25/12-09/30/12**

Hiatus Dates

Original Date / Revision 09/24/12/ 09/24/12

Order Sep 00:20:00

Advertiser **NRSC - Mack**

Product **NRSC - Mack**

Estimate # **504**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WPTV	09/25/12	09/30/12	M-F 9-10a M-F 9-10a	CM	9-10a	- 111 - - -	:30	3	\$650.00	FX	0.00 NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/24/12	09/30/12	- 111 - - -		3				\$650.00		0.00		
N 4	WPTV	09/25/12	09/30/12	M-F 10-11a M-F 10-11a	CM	10-11a	- 111 - - -	:30	3	\$575.00	FX	0.00 NM	3	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/24/12	09/30/12	- 111 - - -		3				\$575.00		0.00		
N 5	WPTV	09/25/12	09/30/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	- 111 - - -	:30	3	\$135.00	P-3	0.00 NM	3	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/24/12	09/30/12	- 111 - - -		3				\$135.00		0.00		
N 6	WPTV	09/25/12	09/30/12	M-F 530-6p M-F 530-6p	CM	530-6p	- - 1- 1- -	:30	2	\$1,600.00	FX	0.00 NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/24/12	09/30/12	- - 1- 1- -		2				\$1,600.00		0.00		
N 7	WPTV	09/25/12	09/30/12	M-F 6-630p M-F 6-630p	CM	6-630p	- - 11 - - -	:30	2	\$1,800.00	FX	0.00 NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/24/12	09/30/12	- - 11 - - -		2				\$1,800.00		0.00		
N 8	WPTV	09/25/12	09/30/12	M-F 730-8p M-F 730-8p	CM	730-8p	- 1- - - - -	:30	1	\$950.00	FX	0.00 NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/24/12	09/30/12	- 1- - - - -		1				\$950.00		0.00		
N 9	WPTV	09/25/12	09/30/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	- 1- 1- - -	:30	2	\$1,400.00	FX	0.00 NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/24/12	09/30/12	- 1- 1- - -		2				\$1,400.00		0.00		
N 10	WPTV	09/25/12	09/30/12	Sa 7-8a Sa 7-8a	CM	7-8a	- - - - - S-	:30	1	\$450.00	P-1	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/24/12	09/30/12	- - - - - S-		1				\$450.00		0.00		
N 11	WPTV	09/25/12	09/30/12	Su 7-8a Su 7-8a	CM	7-8a	- - - - - S	:30	1	\$500.00	FX	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/24/12	09/30/12	- - - - - S		1				\$500.00		0.00		
N 12	WPTV	09/25/12	09/30/12	Su 8-9a Su 8-9a	CM	8-9a	- - - - - S	:30	1	\$1,075.00	FX	0.00 NM	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/24/12	09/30/12	- - - - - S		1				\$1,075.00		0.00		
N 13	WPTV	09/25/12	09/30/12	Su 10-1030a Su 10-1030a	CM	10-1030a	- - - - - S	:30	1	\$425.00	FX	0.00 NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/24/12	09/30/12	- - - - - S		1				\$425.00		0.00		
N 14	WPTV	09/25/12	09/30/12	Su 6p Su 6p	CM	6-630p	- - - - - S	:30	1	\$850.00	FX	0.00 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	09/24/12	09/30/12	- - - - - S		1				\$850.00		0.00		
													Totals	26 \$24,830.00